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March 31, 1997

BY HAND DELIVERY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

RECEIVED

MAR 31 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Re:


Amendment of Section 73.202(b) Table of Allotments, FM Broadcast Stations Boonville, California MM Docket No. 97-46, RM-8990

Dear Mr. Caton:

Transmitted herewith on behalf of Boonville Broadcast Company are an original and four (4) copies of its "Comments of Boonville Broadcast Company" as directed to the Chief, Allocations Branch.

Should any additional information be required, please contact this office.

Very truly yours,


Henry E. Crawford
Counsel for
Boonville Broadcast Company

cc: John A. Karousos
Ms. Nancy Joyner

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0 of 4

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C.

RECEIVED
MAR 31 1997

In the Matter of)
)
Amendment of Section 73.202(b))
Table of Allotments)
FM Broadcast Stations)
(Boonville, California))

MM Docket No. 97-48

RM-8990

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

To: Chief, Allocations Branch

COMMENTS OF BOONVILLE BROADCAST COMPANY

Boonville Broadcast Company ("Boonville Broadcast"), by counsel, in accordance with 47 CFR §§ 1.415 and 1.420, hereby submits its Comments in the above-captioned proceeding. In support thereof, Boonville Broadcast states as follows:

I. INTRODUCTION

1. On February 7, 1997, the Commission released a Notice of Proposed Rulemaking ("NPRM") in the above-captioned proceeding in which it proposed the allotment of Channel 241A to Boonville, California as its first local transmission service. Boonville Broadcast supports the allotment of Channel 241A to Boonville, California for the reasons stated in the NPRM and also for the reasons stated by Boonville Broadcast in its *Petition for Rulemaking*, which is hereby incorporated by reference. However, in the NPRM, the Commission asked Boonville Broadcast to "provide additional information regarding the

attributes of Boonville, California".¹ In response to this request, Boonville Broadcast provides the following information.

II. ARGUMENT

A. Boonville, California Is A Community For Purposes Of The FM Table Of Allotments

2. Boonville has its own post office and zip code.² The presence of a post office is evidence of community status. See, Homerville, Lakeland and Statenville, Georgia, 6 FCC Rcd 5802, ¶10 (1991). Boonville has a 1990 U.S. Census population of 1,744 persons.³ Listing by the U.S. Census is additional evidence of community status. Bear Creek, Pennsylvania, DA 96-845, MM Docket No. 96-151; RM-8808, 1996 FCC LEXIS 3792 (MMB July 19, 1996).

3. Boonville is also home to many locally based businesses. The Anderson Creek Inn is located in Boonville.⁴ The community has two video stores: La Elegante Av Video and Pearls Videos Etc.⁵ Along Highway 128 in Boonville are one museum and two art galleries: The Anderson Valley History Museum, Rafas and Rookie To Gallery.⁶ Boonville has its own airport.⁷

4. Most significantly, Boonville is the home of the Anderson Valley Brewing Company.⁸ This is a boutique brewery that has grow substantially since

¹ NPRM, p. 2, ¶3.

² Rand McNally Commercial Atlas & Marketing Guide, 128th Ed. 1997, p. 278.

³ <http://www.census.gov/cgi-bin/gazetteer?city=&state=&zip=95415>. Exhibit 1.

⁴ See, <http://www.mendonet.com/places/noframes/bnblst.htm>.

⁵ See, <http://www.dreamagic.com/roger/videostores/store10.html>.

⁶ See, <http://www.dreamagic.com/captn/artgalleries/store9.html>.

⁷ See, <http://www.theflightdeck.com/ca/q17.html>. Exhibit 2.

⁸ See, <http://www.avbc.com/avbc/home.html>. Exhibit 3.

1986. Its various brews have gained a considerable reputation in beer drinking circles.⁹

5. The above examples of Boonville based businesses and activities demonstrate the fact that Boonville is a community for purposes of the FM table of allotments. Therefore, Boonville Broadcast respectfully requests that the Commission assign Channel 241A to Boonville as its first local aural service.

B. Boonville Broadcast's Intention To Apply For The Channel And Construct The Station

6. If the Commission assigns Channel 241A to Boonville, California, Boonville Broadcast will apply for a construction permit and will construct a new facility upon award of that permit.

III. CONCLUSION

7. Boonville, California has been shown to possess its own zip code, Census listing and post office. It has several businesses, galleries and is the home to a well established microbrewery. Consequently, Boonville is a community for purposes of the FM table of allotments.

WHEREFORE, in accordance with the above, Boonville Broadcast Company respectfully requests that Channel 241A be assigned to Boonville, California as its first local transmission service.

⁹ See, e.g., <http://www.webmaster.com/safeena/breview.html>.

March 31, 1997

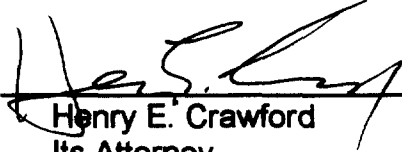
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Respectfully Submitted,

Boonville Broadcast Company

By:


Henry E. Crawford
Its Attorney

Boonville Broadcast Company
Comments
March 31, 1997

EXHIBIT 1



U.S. Gazetteer

Select one of the following matches to your query to look at that place in the Tiger Map Browser or retrieve 1990 Census tables.

You can search this index. Type the keyword(s) you want to search for:

-
- **Zip Code: 95415** (Boonville, CA)
Population (1990): 1744
Location: 39.035007 N, 123.401954 W
Browse Tiger Map of area.
Lookup 1990 Census zipcode data from STF3B.

*Note: This dataset is derived from the Census GICS and does not contain unincorporated place names.

For other geographic entities, try searching the USGS Geographic Names Information System.
The US Gazetteer Place and Zipcode files used in this service is available for downloading.

Please email comments and suggestions to: WebMaster@Census.GOV.

**Boonville Broadcast Company
Comments
March 31, 1997**

EXHIBIT 2



THE FLIGHT DECK

Airport Information

[Flight Deck](#)
[Home Page](#)
[Airport Information](#)
[Fixed Base Operators](#)
[Flight Schools](#)
[Maintenance Facilities](#)
[Weather Links](#)
[Transportation](#)
[Restaurants & Catering](#)
[Hotels & Lodging](#)
[Contact The Flight Deck](#)

Boonville Airport (Q17) - Boonville, California

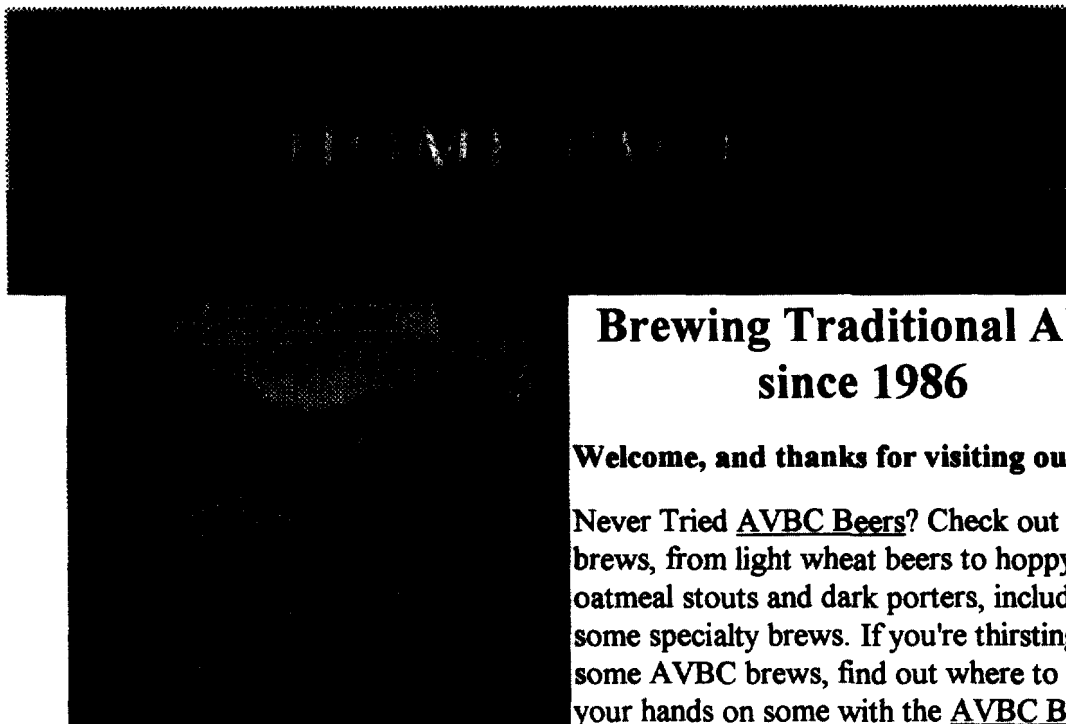
Time Zone	LAT-Long	Fuel	Lighting	Approaches	Variation	Elevation	Length
PT	N39-00.8deg W123-23.0deg	No Fuel	No Light	VFR	17deg E	371ft.	3240ft. x 40ft.

Airport Services	Phone Number	FBO Frequency	Location	Fuel Brand
Mgr. Joe Fox	707-895-3483	N/A	N/A	N/A

NAV Facilities	
112.3 ENI VOR/DME 228.6deg/5.6nm	110.0 MXW VOR/DME 233.7deg/57.1nm

Boonville Broadcast Company
Comments
March 31, 1997

EXHIBIT 3



Brewing Traditional Ales since 1986

Welcome, and thanks for visiting our site.

Never Tried AVBC Beers? Check out our brews, from light wheat beers to hoppy oatmeal stouts and dark porters, including some specialty brews. If you're thirsting for some AVBC brews, find out where to put your hands on some with the AVBC Beer Hound. You can also have your very own case by ordering AVBC Beer in the Virtual Gift Shop, where you can also purchase fabulous AVBC merchandise.

While visiting our site, you can take a virtual Brewery Tour to discover the who, what and how behind our brews. Thinking of Visiting Anderson Valley in Mendocino County? Find out how to get there, where to stay, and what historic "Boontling" is all about.

We're still growing, so be sure to check out the AVBC News and latest developments and Jobs at AVBC. If you'd like to receive our newsletter, be sure to Contact AVBC and leave us with your comments.

Thirsty for more? Try these Beer Links.

Home Page | AVBC Beers | Brewery Tour | Visit Anderson Valley | AVBC Virtual Gift Shop
AVBC News | Jobs at AVBC | Contact AVBC | Beer Links

CERTIFICATE OF SERVICE

I, Henry E. Crawford, Esq., do hereby certify that copies of the foregoing
Comments of Boonville Broadcast Company have been served by United States
mail, postage prepaid this 31st day of March, 1997 upon the following:

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Mass Media Bureau
Federal Communications Commission
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Henry E. Crawford, Esq.